

So you're thinking of starting a new campaign? Below, you will find a list of simple steps you need to take to get started. Remember: if you have any questions about the process, feel free to ask the Deputy President (Welfare) for any advice: [dpwelfare@imperial.ac.uk](mailto:dpwelfare@imperial.ac.uk). Your bid for funding will be considered at the next meeting of the Community and Welfare Board (CWB).

1. Decide on the issue you feel passionate about.
2. Check that this campaign hasn't already been started or planned by contacting the Deputy President (Welfare).
3. Think about the aims and objectives of the campaign. Work out how you might be able to achieve these aims and objectives.
4. Collect a list of five signatures from students who would like to be in the campaign team. UG or PG students are fine, but not staff members.
5. Answer the questions on the form below.
6. Email this completed form to [dpwelfare@imperial.ac.uk](mailto:dpwelfare@imperial.ac.uk) or alternatively drop it into the Union Reception on floor 2M of the Union building.
7. After it has been looked over by the Deputy President (Welfare), you may be invited to the CWB to discuss the funding, or just to have a chat about how the Union can help support your campaign generally.

Proposed Full Name of Campaign

BEAUTIFUL BEINGS

## Campaign Leader

Surname

PATEL

First Name

SANYA

College Log in

CID

Mobile Phone

Your CID number can be found on the front of your College swipe card.

Who will be the main target audience of your campaign (all students/a specific group of students)? What are the main aims and objectives of your campaign (raising awareness/generating discussion/bringing about a specific change)?

ALL STUDENTS → TARGETING A FEMALE AUDIENCE

AIM 1: encourage a discussion about what body confidence is

AIM 2: evaluate the role of external influences on body confidence

AIM 3: promote a healthy lifestyle over a 'fashionable' appearance



How do you plan to achieve your campaign's aims? What will be your primary activities and will there be any supplementary ones?

The whole campaign should be an engaging and positive experience. (All events will be with in a safe space)

Event 1: body confidence photo shoot day → discussion about media and body aesthetics AM. photo shoot and video focusing on lifetime achievements PM. → material shared on social media.

Event 2: belly dance evening → discussion about healthy life style and taster session

Event 3: cinema social → show 'Miss Representation' with discussion afterwards.

Can you identify any existing clubs/societies/projects that have aims and objectives which may align with those of the campaign?

Coppa feel would like to do a shout out at the cinema night. We also plan to do some shout outs with them at lectures. These will be 5 minute talks about breast cancer, how to check for it and the importance of early awareness.

- Photo soc are involved in the photo shoot
- Belly dance society are collaborating for the belly dance evening

Cinema soc. are involved in supplying equipment for cinema night.

How will you measure whether you have met your aims? How will the success/impact of the campaign be measured?

- Number attending events
- Feedback forms
- Video views

How do you plan to recruit students to your campaign? How many volunteers will you need for your campaign to run successfully?

- Two Freshers from Empower are helping with organisation
- Coppa feel and belly dance are also supplying members.
- Empower committee are involved.
- Recruitment - social media
  - posters
  - 'get involved' scheme.



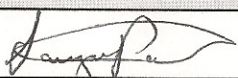
You can bid for up to £400 to run your campaign, please list what resources will be necessary and how much they will cost.

**Campaign Expenditure**

Item	Use	Cost
Cinema soc equipment	Cinema night	£ 190
snacks	Photoshoot day	£ 20
Photographer	Photoshoot day	£ 150
		£
		£
		£
Total		£ 370

**Campaign Team Details**

Name	Department	UG/PG Year	CID Number	Signature
SANYA PATEL	Medicine	UG		

Signature 

Date 03.02.2015.